

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
August 23, 2007**

Directors Present	Monica Yamada, President	CIM Group, Inc.
	Joel Fisher, Vice President	Avalon
	Jeff Rouze, Treasurer	Historic Hollywood Hillview, LLC
	Jose Malagon, Secretary	Hollywood Media Center
	Chris Bonbright	Whitley Court Partners
	Lynda Bybee	Metro
	Nathan Korman	1723 Wilcox
	Ron Radachy	Oasis of Hollywood
	Alan Sieroty	Sieroty Company
	Thaddeus Smith	The Music Box Theater
	John Tronson	Tronson Investment Group
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
	Tom Leaper	RBZ- (Ex-officio Member)
Directors Absent	Bill Hertz	Mann Theatres
	Hillary Royce	Church of Scientology International
	Frank Stephan	Clarett Group
	Tej Sundher	Hollywood Wax Museum
	Captain Clay Farrell	LAPD- (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Dawn Hardwick	HPOA
	Joe Mariani	HPOA
	Katie Zandona	HPOA
	Mike Harkins	Andrews International, BID Security
Guests	Steve Romine	Insurance Consultant

I. Call to Order

The meeting was called to order at 4:15 P.M. by President Monica Yamada. The Agenda was posted 72 hours prior at this venue and is attached to these minutes as Appendix B.

Note: All Appendices referenced in these minutes are attached to the official minutes in the HPOA Staff Office.

II. Open Forum

Kerry Morrison introduced to the board Katie Zandona. Zandona will be acting as the HPOA's new Communications Director. Morrison also introduced Steve Romine who has been analyzing and overseeing the BID's RFP process for Insurance providers.

III. Approval of Minutes

It was moved by Joel Fisher, seconded by John Tronson and **CARRIED to approve the minutes from the July 19, 2007 meeting.** [unanimous]

IV. Treasurer's Report

A. Morrison explained to the board that cash on hand projections for the year still showed the group ending with a surplus. Morrison proceeded to inform the board that a portion of this extra cash may be used to pay for extra services within the BID, including a possible temporary increase to the Security or Maintenance budget. Interest income for the year is ahead by \$19,000. Morrison also pointed out to the board that \$90,000 was expected in but if it is not received the BID budget would be down \$90,000 in it's end of the year total.

It was moved by John Tronson, seconded by Jose Malagon and **CARRIED to approve the Treasurer's Report.** [unanimous]

B. Review/Approve Insurance Package for 2007-2008: Steve Romine described to the board that since the board's request for him to obtain bids from both Farmers Insurance (current provider) and Insurance West for insurance coverage that would begin in 2009 with BID renewal, he had made some interesting discoveries. A sheet was distributed to the board which showed that both of the policies offered by the two companies were relatively the same in their coverage offerings, except for the fact that Farmers Insurance does not offer Computer Fraud coverage, where as Insurance West did feature \$25,000 worth of coverage in this area. With respect to price, Insurance West's policy comes out to a total of \$20,581 compared to Farmers at \$25,724, a savings of roughly \$5,000. Romine stated that this could be a large potential savings for the BID in the upcoming years. Insurance West has an underwriter by the name of Charity First and is also associated with St. Pauls West. Romine informed the board that the company is rated as an A +15 First Class Company, so there was no issue with the company as far as reliability was concerned. However, Romine mentioned that Insurance West does not provide coverage when security guards are armed, as is the case in the Hollywood Entertainment District. This was somewhat contradictory, considering Insurance West is the insurance provider for the Central Hollywood Coalition which uses the same security company as the Hollywood Entertainment District. Romine has since talked with representatives from both Insurance West and their underwriter Charity First to see if a letter could be secured that stated that the quotes and coverages would be honored in the event that the HPOA would choose to switch providers. In

addition to this the company (Insurance West) acknowledges that the BID has armed security patrol who do make arrests in the area. Romine suggested that if the letter is obtained before next week in order to meet the deadline of August 29 when the current policy would expire, the board should possibly consider switching providers for the 2007-2008 year. Romine also stated that employers liability insurance would not expire until October of 2007.

It was moved by Chris Bonbright, seconded by Joel Fisher and **CARRIED to approve to accept the Insurance West package contingent upon receiving a letter from their underwriter Charity First, stating that they acknowledge that the BID uses armed guards.** [unanimous]

V. Committee Reports

A. Security Committee

1. Contribution Toward Legal Opinion for Street Character Issue: John Tronson reported that back in March of 2006 the Board had approved a motion to have Jeff Briggs research obtaining a First Amendment Attorney to help explore the Street Character issue. Kerry Morrison explained that the concern with characters being outside of Hollywood and Highland has risen due to security concerns. Since this is the case the Hollywood Chamber of Commerce Tourism Committee has also begun to explore the issue to try and develop possible solutions to the problem. Morrison suggested that the board hold off on making a decision until Briggs had informed them that he had a candidate for them to utilize. The board agreed to wait till a candidate was secured and a dollar amount was known.

2. SFW Software Tracking Program: Joe Mariani presented a live version of the SFW software program for the group to view. The presentation demonstrated and described the various features and capabilities of the software. Morrison described how the software program could be used during the BID renewal process and help the staff and security efficiently manage the BID and its stakeholders.

B. Nominating Committee

1. Time frame for Officer Nominations: Tronson informed the board that the nominating committee had finished selecting the slate of five new and returning potential board members, Chris Bonbright, Jose Malagon, Hilary Royce, who would be returning board members, and Aziz Banayan and Michael Gargano, who would be new to the board. The slate was mailed to the property owners at the beginning of last week. It was also noted that applicants who were not selected received notification by mail as well. Morrison stated that the slate would have to be protested by September 20, 2007 and that officers for the board would have to be submitted by September 27, 2007. If the slate goes un-protested and is passed the new members would be joining the board in November of 2007.

C. BID Renewal Activities

1. Gower Gateway Meeting: Tronson reported on the meeting with property owners East of Gower and informed the group that there were several representatives there who seemed to enjoy the presentation on the benefits and advantages of being a part of the BID. Tronson also mentioned that earlier in the week both him and Morrison had met with CIM to gather their ideas and input for the new BID. Tronson described the meeting as very helpful and felt that the BID could rely on CIM supporting the renewal efforts. The nominating Committee would need to decide the boundaries no later than the end of next week to then begin developing a management plan.

2. Parcel Update: Morrison mentioned that in recent talks with the City Clerk's office it came to the HPOA's attention that new square footage or development in the BID could not be assessed unless it had already been determined at the beginning of the life of the BID. Since this is the case, Morrison informed the board that \$9,000 of the coming year's assessment would not be received due to the fact that certain parcels in the BID could not be assessed at their new square footage. Morrison assured the board that the HPOA staff was looking into the matter to see how this situation could be resolved as BID renewal approaches and there are scheduled to be several developments underway which will need to be assessed upon completion.

D. Streetscape Committee

1. Contribution to Chamber's Christmas Decorations: The board was dealt various treats to get them in the Holiday Spirit as Thaddeus Smith explained that the Hollywood Chamber of Commerce would be looking for help this year to purchase decorations for the Boulevard for the Holiday Season. Leron Gubler explained that this year the Chamber was looking to extend the span of the Christmas decorations, due to the fact that there would not be a Christmas Parade this year. Gubler listed the two options the Chamber had this year. One option would be to wrap palm trees on the boulevard at a cost of \$188 a tree. This cost would cover roped lighting that would have to be discarded at the year's end. The second option would be to decorate the stars at a cost of \$2,200 each. The decorations used for the stars could be used for up to 5 years. Currently the Chamber is looking for enough contributions to cover the cost of 20 more stars to be decorated. Gubler informed the board that individual store and property owners have been contacted to see if they would be interested in helping to contribute. Gubler also noted that if there were no contributions received this year's decorations would exactly reflect last year's along the boulevard. Morrison pointed out that in the Management Plan for the District it approves the contribution toward decorations for the Boulevard, however the BID only could give a certain amount from their phase 2 account meaning that the decorations would have to be in the phase 2 area. Nathan Korman felt that the issue could be touchy and that the BID's dollars may be better invested in lighting the trees rather than star decorating in order to cover a larger part of the district. The board agreed with the suggestion and felt that a contribution should be made for a smaller amount.

It was moved by Thaddeus Smith, seconded by Nathan Korman and **CARRIED to approve that the board would contribute \$5,000 to the Chamber's Holiday Decorations to pay for palm tree lights in the district.** [unanimous]

VI. New Business

A. Marketing Activities Update

1. Website Maintenance and Streamlining: Morrison informed the board that Katie Zandona would now be handling the website and was currently exploring the options of possibly updating the current site.

2. San Gennaro Festival: Morrison had received a call earlier in the week to see if the BID would be interested in purchasing a booth at this year's San Gennaro Festival. Lynda Bybee stated that she felt the board should save the money in order to put it back into the district in other ways. Jose Malagon agreed with the suggestion and stated that he felt the booth was not as effective as the board had envisioned last year. Morrison noted the suggestions and said that the BID would refrain from having a booth at this year's festival based on the board's comments.

3. Visitor's Guide 2007-2008: The group was given a copy of this year's Hollywood Visitor's Guide and Map. In addition to this the group was informed that recently a store owner in the community who had not paid to be on the map was using the map on her store website. This owner was warned that if the map was not removed from the site she could face legal consequences. Morrison reported that since she had last spoken with the store owner the map has been removed from the website.

4. Brainstorming Lunch for Marketing Activities: There would be a brainstorming lunch on September 10, 2007 to talk about potential marketing activities within the BID. Board members who were interested in attending should contact Katie Zandona.

C. Parking Policy Issues: Morrison spoke on the previous meeting with the city regarding the parking situation in the area. Malagon noted that Cahuenga, specifically, has a large parking deficit. Due to the recent purchase of the parking lot on Selma and Vine by the CRA, Malagon reported that the group was not planning to follow the original plans to put parking in the building which would later be built on the lot. Chris Bonbright explained that this issue is extremely serious and the BID should investigate the situation in order to ensure that the community does not suffer anymore from inadequate parking. Morrison suggested that members of the board get together with her in order to form a policy to bring before the board regarding this issue at the September Board Meeting. Bonbright, Bybee, and Malagon all volunteered to be a part of the sub-committee.

VII. Report from the Executive Director

A. Report on SVBID Activities: Morrison reported that all activities with the Central Hollywood Coalition have been going extremely well.

B. Board Handbook Signed Acknowledgment: The board was notified to please turn in their signed sheet that acknowledges that they have received, read and understood the guidelines explained in the board handbook. Signed sheets were asked to be turned into Dawn at the HPOA office.

C. Report from CRA Mobility Study Meeting: The report would be covered at the September Board meeting.

D. Nascar Situation: Morrison explained to the board that she would like to do a case study on the Nascar Street Closure event which had recently been canceled. Morrison told the board that the study would also be covered at the September 2007 board meeting.

E. Pantages Plans: Morrison recently attended a lunch hosted by Nederlander and the Clarett Group that announced that the Pantages would soon be under construction to build the original building up 10 stories based on old plans that were originally approved by the city in 1928.

VIII. Next Meeting

The next meeting was scheduled for Thursday, September 20, 2007 at 4:00 P.M. in the Taft Building, 1680 Vine Street, Suite 200, Hollywood, CA. 90028.

IX. Adjournment

There being no further business the meeting was adjourned by President Monica Yamada at 6:18 P.M.